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Dkt. No. 2271/63926

Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

Claims 1-24 (canceled).

25. (currently amended) A method for enhancing product sales in Internet transactions, the method comprising:

delivering display information to a customer side for ordering products via the Internet;

receiving at a seller side an initial order entered at the customer side for a specified product and a specified quantity thereof;

comparing the specified quantity of the initial order, placed by the customer side to the seller side, to a minimum first predetermined quantity;

changing the display information to be delivered to the customer side in accordance with the specified quantity of the specified product, wherein

if the specified quantity of the specified product is within a first range that is lower than said first predetermined quantity but higher than a minimum second predetermined quantity, display information indicative of at least a first promotion, corresponding to a retail sales transaction, which is functionally related to the initial order is delivered to the customer side and is contingent on a revision of the order to make an additional purchase is delivered to the customer side increase the specified quantity to said first predetermined quantity;

if the specified quantity of the specified product is in a second range higher than the first range, display information indicative of at least a second promotion,

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corresponding to a business to business transaction, that is different from the first promotion is delivered to the customer side, and

if the specified quantity of the specified product is less than the minimum second predetermined quantity, order processing information is delivered to the customer side for the initial order and no promotion information is delivered to the customer side.

Claim 26 (cancelled).

27. (currently amended) The method of claim [[24]] 25, wherein the display information indicative of a first promotion includes information regarding a difference between the initial order quantity and a first predetermined quantity for qualifying for the first promotion.

28. (currently amended) The method of claim [[24]] 25, wherein the first promotion includes providing without charge one or more products different from the specified product.

29. (currently amended) The method of claim [[24]] 25, wherein the customer side and seller side are at geographically remote locations.

Claims 30-44 (canceled).

45. (new) A method for enhancing product sales in network transactions, the method comprising:

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delivering display information to a customer side for ordering products or services via a network;

receiving at a seller side an initial order, including customer side information and a specified quantity, from the customer side;

determining that said initial order is to be treated as a retail-customer-to-business transaction eligible for a retail-customer-to-business promotion and changing the display information at the customer side to reflect the retail-customer-to-business transaction and retail-customer-to-business promotion, if said specified quantity of said initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity; and

determining that said initial order is to be treated as a business-to-business transaction eligible for a business-to-business promotion and changing the display information at the customer side to reflect the business-to-business transaction and business-to-business promotion, if said specified quantity is equal to or greater than said third predetermined quantity; and

processing and executing the order with the appropriate corresponding promotion.

46. (new) The method of claim 45, wherein when the specified quantity of the initial order is lower than said first predetermined quantity but greater than a second predetermined quantity, the seller side calculates a quantity difference to qualify for the retail-customer-to-business transaction and promotion, displays the quantity difference along with retail-customer-to-business transaction and promotion information at the customer side, and provides the customer side with an option of modifying the order.

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47. (new) The method of claim 46, wherein if the customer side confirms the initial order without modifying the initial order, the seller side determines that the initial order does not qualify as a retail-customer-to-business transaction.

48. (new) The method of claim 45, wherein when the specified quantity of the initial order is greater than said first predetermined quantity but less than said third predetermined quantity, the seller side calculates a quantity difference to qualify for the business-to-business transaction and promotion, and displays the quantity difference along with business-to-business transaction and promotion information at the customer side display, and provides the customer side with an option of modifying the order.

49. (new) The method of claim 44, wherein if the customer side confirms the initial order without modifying the initial order, the seller side determines the transaction does not qualify as the business-to-business transaction.

50. (new) The method of claim 46, wherein if the specified quantity of the initial order is less than the second predetermined quantity, the initial order is processed without providing a promotion in customer side display information.

51. (new) The method of claim 45, wherein if the customer side revises the order: displaying at the customer side, information reflecting the revised order that conforms to the selected promotion, whereby the initial order is no longer operative at the

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seller side; and

executing the revised order at the seller side.

52. (new) A system for promoting product sales in network transactions, the system comprising:

a customer side terminal including

an information entry part configured for user entry of an initial order,

a display configured to display information reflecting said initial order entered through said information entry part, and

a communication part configured to communicate information corresponding to said initial order, through a network with a seller side computer,

wherein said customer side terminal sends customer side information and said initial order to said seller side computer to enable said seller side computer to determine based on said customer side information and initial order whether the initial order is to be treated as a business-to-business transaction comprising a business-to-business promotion,

wherein the display information at the customer side is changed to reflect a retail-customer-to-business transaction and retail-customer-to-business promotion, if a specified quantity of said initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, and

wherein the display information at the customer side is changed to reflect a business-to-business transaction and a business-to-business promotion, if said specified quantity is equal to or greater than said third predetermined quantity.

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53. (new) The system of claim 52, wherein said customer side terminal displays no promotion information and execute the initial order as entered when said quantity range is determined to be below said first predetermined quantity.

54. (new) The system of claim 52, wherein said customer side terminal displays promotion information corresponding to a retail-customer-to-business transaction contingent on increasing the specified quantity of the initial order to at least a second predetermined quantity higher than said first predetermined quantity.

55. (new) The system of claim 52, wherein said customer side terminal displays promotion and transaction information corresponding to a retail-customer-to-business transaction when the specified quantity of the initial order is lower than said third predetermined quantity but higher than said first predetermined quantity.

56. (new) The system of claim 52, wherein said customer side terminal displays promotion and transaction information corresponding to a business-to-business transaction contingent on increasing the specified quantity of the initial order to a fourth predetermined quantity.

57. (new) The system of claim 52, wherein said customer side terminal displays promotion and transaction information corresponding to a business-to-business transaction when the specified quantity of the initial order is determined to be equal to or above said third

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predetermined quantity but below a fourth predetermined quantity.

58. (new) A system for promoting product sales in network transactions, the system comprising:

a seller side computer facility including

a communication part configured to communicate through a network with a customer side terminal in connection with customer side information and an initial order received from said customer side terminal, and

a determination part configured to

determine that said initial order is to be treated as a retail-customer-to-business transaction eligible for a retail-customer-to-business promotion and cause the display information at the customer side to change to reflect the retail-customer-to-business transaction and retail-customer-to-business promotion, if said specified quantity of said initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, and

determine that said initial order is to be treated as a business-to-business transaction eligible for a business-to-business promotion and cause the display information at the customer side to change to reflect the business-to-business transaction and business-to-business promotion, if said specified quantity is equal to or greater than said third predetermined quantity.

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59. (new) The system for promoting product sales of claim 58, wherein said determination part determines that the initial order is a business to business transaction based on the identity of the customer.

60. (new) The system for promoting product sales of claim 58, wherein when said determination part determines said quantity information is higher than a first predetermined quantity but lower than a third predetermined quantity, said seller side computer facility displays causes said customer side to display a difference between the specified quantity of the initial order and a quantity needed to qualify for a business to business transaction and promotion, and provide the customer side with an option of modifying the initial order.